

WHAT IS CLAIMED IS:

1. A method executed by a computer to support service site operations for offering paid services to customers, comprising the steps of:

providing, via a network, information about paid services to a customer who has signed up for membership with payment of a predetermined fee;

at a terminal of the customer which is connected to the computer via the network, receiving an order for one of the paid services;

evaluating creditworthiness of the customer, based on the amount of the predetermined fee that has been paid by the customer;

determining how much on-behalf payment can be offered to the customer in payment for the paid service that the customer has ordered; and

notifying the terminal of the determined amount of the on-behalf payment.

2. The method according to claim 1, further comprising the step of paying, on behalf of the customer, the determined amount of money to a provider of the paid service that has been ordered.

3. The method according to claim 1, wherein the customer is a purchaser of an insurance product.

4. The method according to claim 1, wherein the paid services include travel packages.

5 5. The method according to claim 1, wherein the paid services include license acquisition courses.

6. The method according to claim 1, further comprising the steps of:

10 making the customer promote sales of products to other members; and

paying a commission to the customer when the customer receives an order for one of the products.

15 7. The method according to claim 6, wherein said step of making the customer promote the sales is executed only if the customer has a sales agent license for a predetermined set of insurance products.

20 8. The method according to claim 7, further comprising the steps of:

compiling an information entry page which is customized according to the sales agent license that the customer owns; and

25 sending data of the customized information entry page to the terminal.

9. The method according to claim 1, further comprising the steps of:

receiving from the customer a proposal for a travel product; and

5 providing other members with information about the proposed travel product as one of the paid services.

10 10. The method according to claim 9, further comprising the step of paying a commission to the customer who has proposed the travel product.

11. A method of ordering a service from a terminal to a service delivery support system, comprising the steps of:

15 displaying information about paid services obtained from the service delivery support system on a screen of the terminal;

20 sending a purchase order for one of the paid services to the service delivery support system in response to an input from a customer;

receiving information about on-behalf payment to be offered to the customer from the service delivery support system; and

25 displaying the amount of the on-behalf payment on the terminal.

12. A service delivery support system for

supporting provision of paid services, comprising:

information providing means for providing, via a network, information about paid services to a customer who has signed up for membership with payment of a
5 predetermined fee;

reception means for receiving an order for one of the paid services from a terminal of the customer which is connected to the service delivery support system via the network;

10 on-behalf payment determining means for evaluating creditworthiness of the customer, based on the amount of the predetermined fee that has been paid by the customer, and determining how much on-behalf payment can be offered to the customer in payment for the paid service that the
15 customer has ordered; and

notification means for notifying the terminal of the determined amount of the on-behalf payment.

13. The service delivery support system
20 according to claim 12, wherein the customer is a purchaser of an insurance product.

14. The service delivery support system
according to claim 12, wherein the paid services include
25 travel packages.

15. The service delivery support system

according to claim 12, wherein the paid services include license acquisition courses.

16. The service delivery support system
5 according to claim 12, further comprising proposal reception means for receiving a travel proposal from the customer,

wherein said information providing means informs another customer of the received travel proposal as one of
10 the paid services.

17. A terminal which sends a purchase order to a service delivery support system which assists delivery of paid services, comprising:

15 information displaying means for displaying information about paid services which is supplied from the service delivery support system;

order sending means for sending a purchase order for one of the paid services to the service delivery
20 support system in response to an input from a customer;
and

on-behalf payment information displaying means for receiving information about on-behalf payment to be offered to the customer from the service delivery support
25 system, and displaying the amount of the on-behalf payment on the terminal.

18. A program product, for use with a computer system, for assisting delivery of paid services, said program product causing the computer system to perform the steps of:

5 providing, via a network, information about paid services to a customer who has signed up for membership with payment of a predetermined fee;

receiving an order for one of the paid services from a terminal of the customer which is connected to the
10 computer system via the network;

evaluating creditworthiness of the customer, based on the amount of the predetermined fee that has been paid by the customer;

determining how much on-behalf payment can be
15 offered to the customer in payment for the paid service that the customer has ordered; and

notifying the terminal of the determined amount of the on-behalf payment.

20 19. A program product, for use with a computer system, for sending a purchase order to a service delivery support system which assists delivery of paid services, said program product causing a computer system to perform the steps of:

25 displaying information about the paid services which is supplied from the service delivery support system;

sending a purchase order for one of the paid services to the service delivery support system in response to an input from a customer;

receiving information about on-behalf payment to
5 be offered to the customer from the service delivery support system; and

displaying the amount of the on-behalf payment on the terminal.

10 20. A computer-readable storage medium storing a service delivery supporting program which assists delivery of paid services with a computer system, the service delivery supporting program causing the computer system to perform the steps of:

15 providing, via a network, information about paid services to a customer who has signed up for membership with payment of a predetermined fee;

receiving an order for one of the paid services from a terminal of the customer which is connected to the
20 computer system via the network;

evaluating creditworthiness of the customer, based on the amount of the predetermined fee that has been paid by the customer;

determining how much on-behalf payment can be
25 offered to the customer in payment for the paid service that the customer has ordered; and

notifying the terminal of the determined amount of

the on-behalf payment.

21. A computer-readable storage medium storing
a paid-service ordering program which sends a purchase
5 order to a service delivery support system designed to
assist delivery of paid services, the paid-service
ordering program causing a computer system to perform the
steps of:

displaying information about the paid services
10 which is supplied from the service delivery support
system;

sending a purchase order for one of the paid
services to the service delivery support system in
response to an input from a customer;

15 receiving information about on-behalf payment to
be offered to the customer from the service delivery
support system; and

displaying the amount of the on-behalf payment on
the terminal.

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